

Landing Page Audit
basecamp.com/

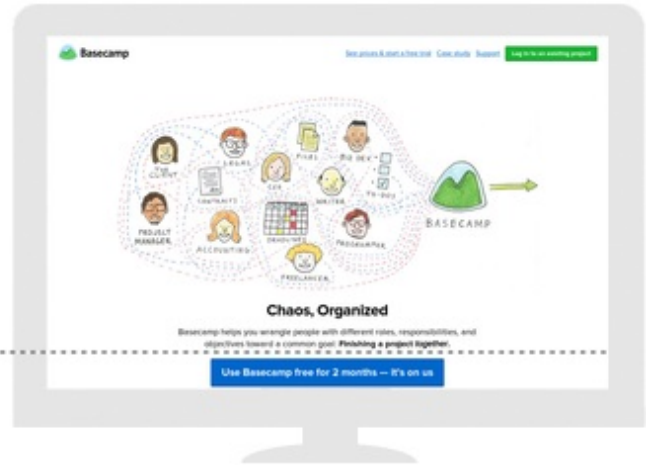
Keyword
project management

72%

42
Good Signals

16
Issues Found

72%
Page Grade



Put the important stuff above the fold.

SPEED

SECONDS	2.3	KILOBYTES	689.43	REQUESTS	17
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✗ This page should load quicker

✓ This size of this page is ok

✓ The number of file requests is acceptable

URL

basecamp.com/

✓ URL is SEO friendly

✗ Exact keyword not found in this URL

✓ No underscores in URL

✓ Page is close enough to top-level domain

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TITLE TAG

Basecamp is everyone's favorite project management app.

✓ Keyword not found in title

✗ Title tag should begin with keyword

✓ Title tag has 55 characters or less

DESCRIPTION TAG

Trusted by millions, Basecamp is the leading web-based project management and collaboration tool. To-dos,...

✓ Description tag includes exact keyword

✓ Description tag has 155 characters or less

IMAGE ANALYSIS

10 images

✗ Every image on this page needs an alt tag

✗ Add your exact keyword to an alt tag

✗ Add exact keyword to an image file name

✓ No underscores found in image file names

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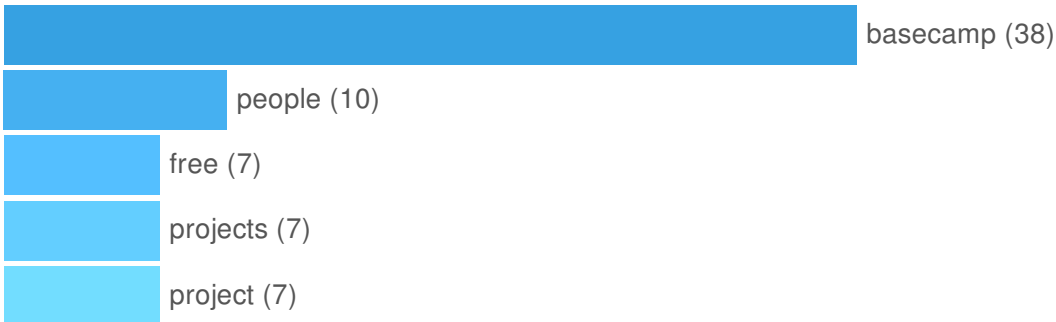
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TOP 5 WORDS USED






HEADING TAGS

H1 Tag: *Chaos, Organized*
H2 Tag: *On the Mac, PC, iPhone/iPad, Android and via email.*
H3 Tag: *Missing*

✗ Add a H1, H2, and H3 tag to this page

✗ Add exact keyword to H1, H2, or H3 tag

✓ There are no duplicate heading tags

Landing Page Audit*basecamp.com/***Keyword***project management***72%****COPY ANALYSIS** You should have 2,000+ words on this page Exact keyword used 2 times Bold, italicize, or underline exact keyword Add your exact keyword to the first 100 words Add your exact keyword to anchor text Link to a sitemap.html found**CODE ANALYSIS** HTML is not W3C validated No flash found No inline CSS found Text to HTML ratio is at least 25% Add schemaorg markup Link to a sitemap.xml found

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SOCIAL ANALYSIS



✓ Tweet button found

✓ Facebook share button found

✓ Google+ button found

✓ We found a link to a blog

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MOBILE ANALYSIS

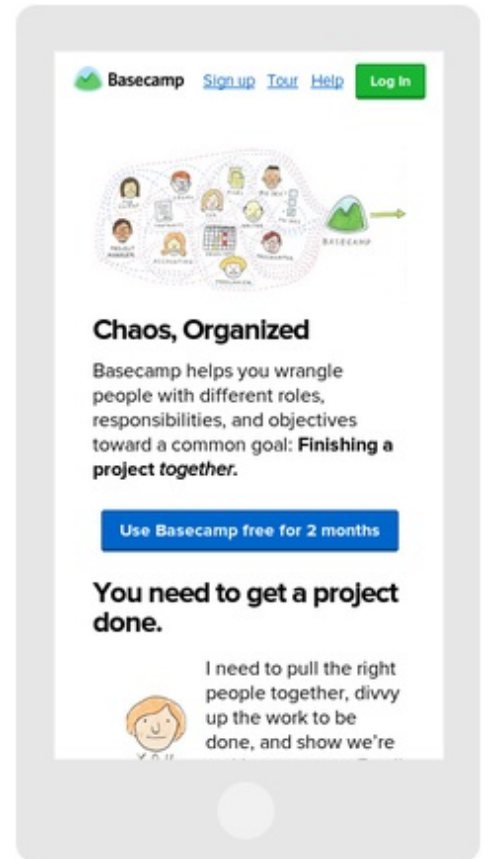
✓ We found a mobile sitemap

✗ Server should use compression (e.g., gzip)

✓ We found an Apple icon

✓ We found a viewport metatag

Mobile-friendly landing pages and blog articles rank higher in Google's mobile search results.



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PAGE LINK ANALYSIS



- ✓ Found 22331 links from other sites
- ✓ Found 5408 links from unique domains
- ✓ This page has 12 outbound links
- ✓ This page has 12 outbound follow links
- ✓ mozTrust page score: 6.37
- ✓ mozRank page score: 6.49
- ✓ moz Page Authority: 85.18

ROOT DOMAIN LINK ANALYSIS



- ✓ Found 39603 links from other sites
- ✓ Found 6764 links from unique domains
- ✓ Link from DMOZ Directory found
- ✓ mozTrust domain score: 6.64
- ✓ mozRank domain score: 6.63
- ✓ moz Domain Authority: 81.88
- ✓ 1420 pages indexed by Google

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DOMAIN ANALYSIS

basecamp.com

✓ Domain is < 15 characters in length

✗ Domain should contain exact keyword

✓ This domain is 21 years, 308 days old

✓ This domain expires in 4 years, 56 days

✗ Preferred domain is not set

✗ Canonicalize your IP address

✓ Site is accessible via HTTPS (SSL)

✓ robots.txt file found

✓ Favicon found

Landing Page Audit*basecamp.com/***Keyword***project management*72%**SUMMARY**

Thank you for taking the time to review this audit. It's very important that this web page, along with the other pages on your site, are properly optimized for search engines, so they can rank on page #1 for your target keywords.

This audit is a small sample of the improvements we can make to your site. If you have any questions, please don't hesitate to contact us using the contact information below.

Thank you,
Your Company